What is claimed is:

1. An image display mechanism comprising:

illuminating means;

projecting means;

reflection type light valve means having a light incidence/reflection plane; and

cooling means,

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wherein both said reflection type light valve means and said illuminating means share a part of said cooling means.

2. An image display mechanism comprising:

illuminating means;

projecting means;

reflection type light valve means having a light incidence/reflection plane; and

cooling means,

wherein said reflection type light valve means is provided with cooling means which is designed specifically therefor and/or shares a part of the cooling means of said illuminating means.

- 3. An image display mechanism according to claim 1, wherein said light incidence/reflection plane faces the inside of an almost hermetically closed space shut off from the outside air and wherein said cooling means is outside the almost hermetically closed space.
 - 4. An image display mechanism according to claim 2,

wherein said light incidence/reflection plane faces the inside of an almost hermetically close space shut off from the outside air and wherein said cooling means is outside the almost hermetically close space.

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- 5. An image display mechanism according to claim 1, wherein an angle formed by the central axis in the direction of exhaust from air blowing means, which is a part of the cooling means of said illuminating means, and the central axis of light pencil of said projecting means ranges from about 30 degrees to 90 degrees.
- 6. An image display mechanism according to claim 2, wherein an angle formed by the central axis in the direction of exhaust from air blowing means, which is a part of the cooling means of said illuminating means, and the central axis of light pencil of said projecting means ranges from about 30 degrees to 90 degrees.
- 7. An image display mechanism according to claim 1, wherein the direction of exhaust from the air blowing means, which is a part of the cooling means of said illuminating means, is different in the height from the direction of light pencil projected by said projecting means.
- 8. An image display mechanism according to claim 2, wherein the direction of exhaust from the air blowing means, which is a part of the cooling means of said illuminating means, is different in projection angle projected by said projecting

5 means.

- 9. An image display mechanism according to claim 1, wherein a heat radiating plane of said reflection type light valve means is opposite to said light incidence/reflection plane.
- 10. An image display mechanism according to claim 2, wherein a heat radiating plane of said reflection type light valve means is opposite to said light incidence/reflection plane.
- 11. An image display mechanism according to claim 1, wherein air blowing means, which is a part of said cooling means, is disposed at said illuminating means side and at the exhaust port of said illuminating means.
- 12. An image display mechanism according to claim 1, wherein air blowing means, which is a part of said cooling means, is disposed at said reflection type light valve means side and at the intake port of said reflection type light valve means.
- 13. An image display mechanism according to claim 2, wherein air blowing means, which is a part of said cooling means, is disposed in the middle of said reflection type light valve means and the light source means of said illuminating means.
- 14. An image display mechanism according to claim 1, wherein air blowing means, which is a part of said cooling means, directs air from an object to be cooled and having a low temperature, to an object to be cooled and having a high

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- 15. An image display mechanism according to claim 2, wherein air blowing means, which is a part of said cooling means, directs air from an object to be cooled and having a low temperature, to an object to be cooled and having a high temperature.
 - 16. An image display device comprising:

illuminating means;

projecting means;

reflection type light valve means having a light incidence/reflection plane; and

cooling means,

wherein both said reflection type light valve means and said illuminating means share a part of said cooling means.

17. An image display device comprising:

illuminating means;

projecting means;

reflection type light valve means having a light incidence/reflection plane; and

cooling means,

wherein said reflection type light valve means is provided with cooling means which is designed specifically therefor and/or shares a part of the cooling means of said illuminating means.

18. An image display device according to claim 16, wherein

said light incidence/reflection plane faces the inside of an almost hermetically closed space shut off from the outside air and wherein said cooling means is outside the almost hermetically closed space.

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- 19. An image display device according to claim 17, wherein said light incidence/reflection plane faces the inside of an almost hermetically closed space shut off from the outside air and wherein said cooling means is outside the almost hermetically closed space.
- 20. An image display device according to claim 16, wherein an angle formed by the central axis in the direction of exhaust from air blowing means, which is a part of the cooling means of said illuminating means, and the central axis of light pencil of said projecting means ranges from about 30 degrees to 90 degrees.
- 21. An image display device according to claim 17, wherein an angle formed by the central axis in the direction of exhaust from air blowing means, which is a part of the cooling means of said illuminating means, and the central axis of light pencil of said projecting means ranges from about 30 degrees to 90 degrees.
- 22. An image display device according to claim 16, wherein the direction of exhaust from the air blowing means, which is a part of the cooling means of said illuminating means, is different in projection angle projected by said projecting

5 means.

- 23. An image display device according to claim 17, wherein the direction of exhaust from the air blowing means, which is a part of the cooling means of said illuminating means, is different in the height from the direction of light pencil projected by said projecting means.
- 24. An image display device according to claim 16, wherein a heat radiating plane of said reflection type light valve means is opposite to said light incidence/reflection plane.
- 25. An image display device according to claim 17, wherein a heat radiating plane of said reflection type light valve means is opposite to said light incidence/reflection plane.
- 26. An image display device according to claim 16, wherein said air blowing means, which is a part of said cooling means, is disposed at said illuminating means side and at the exhaust port of said illuminating means.
- 27. An image display device according to claim 16, wherein said air blowing means, which is a part of said cooling means, is disposed at said reflection type light valve means side and at the intake port of said reflection type light valve means.
- 28. An image display device according to claim 17, wherein air blowing means, which is a part of said cooling means, is disposed in the middle of said reflection type light valve means and the light source means of said illuminating means.
 - 29. An image display device according to claim 16, wherein

air blowing means, which is a part of said cooling means, directs air from an object to be cooled and having a low temperature, to an object to be cooled and having a high temperature.

30. An image display device according to claim 17, wherein air blowing means, which is a part of said cooling means, directs air from an object to be cooled and having a low temperature, to an object to be cooled and having a high temperature.

31. An image display mechanism comprising:

illuminating means;

projecting means;

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reflection type light valve means having a light incidence/reflection plane; and

an almost hermetically closed space shut off from the outside air,

wherein said illuminating means illuminates said reflection type light valve means and said projecting means projects light reflected by said reflection type light valve means to make a screen image, and wherein said almost hermetically closed space comprises a plurality of structural members and the light incidence/reflection plane of said reflection type light valve means contacts the joints of said plurality of structural members.

32. An image display mechanism comprising:

illuminating means;

projecting means;

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reflection type light valve means having a light incidence/reflection plane;

an almost hermetically closed space shut off from the outside air; and

position adjusting means provided outside said almost hermetically closed space and for adjusting said reflection type light valve means,

wherein said illuminating means illuminates said reflection type light valve means and said projecting means projects light reflected by said reflection type light valve means to make a screen image.

33. An image display mechanism comprising:

illuminating means;

projecting means;

reflection type light valve means having a light incidence/reflection plane;

an almost hermetically closed space shut off from the outside air; and

position adjusting means provided in a single direction nearly orthogonal to the optical axis of illumination and the optical axis of projection and for adjusting said reflection type light valve means,

wherein said illuminating means illuminates said

reflection type light valve means and said projecting means projects light reflected by said reflection type light valve means to make a screen image, and wherein said almost hermetically closed space comprises a plurality of structural members and the light incidence/reflection plane of said reflection type light valve means contacts the joints of said plurality of structural members.

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- 34. An image display mechanism according to claim 32, wherein a shading elastic member is interposed between said reflection type light valve means and said almost hermetically closed space.
- 35. An image display mechanism according to claim 33, wherein a shading elastic member is interposed between said reflection type light valve means and said almost hermetically closed space.
- 36. An image display mechanism according to claim 31, wherein signal connecting means between drive circuit means and said reflection type light valve means is disposed opposite to an optical axis of projection side around an optical axis of illumination side.
- 37. An image display mechanism according to claim 32, wherein signal connecting means between drive circuit means and said reflection type light valve means is disposed opposite to an optical axis of projection side with respect to an optical axis of illumination side.

- 38. An image display mechanism according to claim 31, wherein the drive circuit means of said reflection type light valve means is disposed opposite to an optical axis of projection side with respect to an optical axis of illumination side.
- 39. An image display mechanism according to claim 32, wherein the drive circuit means of said reflection type light valve means is disposed opposite to an optical axis of projection side with respect to an optical axis of illumination side.
 - 40. An image display mechanism comprising:

illuminating means;

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projecting means; and

reflection type light valve means having a light incidence/reflection plane,

wherein said illuminating means illuminates said reflection type light valve means and said projecting means projects light reflected by said reflection type light valve means to make a screen image, and wherein a light source of said illuminating means is removably supported and electric connectors of said image display mechanism side for connecting said light source to said image display mechanism are arranged in nearly parallel to a grip of said light source side.

41. A light source unit employed for an image display mechanism, the light source can be removed from said image

display mechanism and is provided with a grip in nearly parallel to electric connectors for connecting said light source to said image display mechanism.

- 42. An image display mechanism according to claim 32, wherein said position adjusting means is positioned in the same direction as said reflection type light valve means is mounted.
- 43. An image display mechanism according to claim 33, wherein said position adjusting means is positioned in the same direction as said reflection type light bulb means is mounted.
 - 44. An image display device comprising:

illuminating means;

projecting means;

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reflection type light valve means having a light incidence/reflection plane; and

an almost hermetically closed space shut off from the outside air,

wherein said illuminating means illuminates said reflection type light valve means and said projecting means projects light reflected by said reflection type light valve means to make a screen image, and wherein said almost hermetically closed space comprises a plurality of structural members and the light incidence/reflection plane of said reflection type light valve means contacts the joints of said plurality of structural members.

45. An image display device comprising:

illuminating means;

projecting means;

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reflection type light valve means having a light incidence/reflection plane;

an almost hermetically closed space shut off from the outside air; and

position adjusting means for adjusting said reflection type light valve means and provided outside said almost hermetically closed space,

wherein said illuminating means illuminates said reflection type light valve means and said projecting means projects light reflected by said reflection type light valve means to make a screen image.

46. An image display device comprising:

illuminating means;

projecting means;

reflection type light valve means having a light incidence/reflection plane;

an almost hermetically closed space shut off from the outside air; and

position adjusting means provided in a single direction nearly orthogonal to the optical axis of illumination and the optical axis of projection and for adjusting said reflection type light valve means,

wherein said illuminating means illuminates said

reflection type light valve means and said projecting means projects light reflected by said reflection type light valve means to make a screen image, and wherein said almost hermetically closed space comprises a plurality of structural members and the light incidence/reflection plane of said reflection type light valve means contacts the joints of said plurality of structural members.

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- 47. An image display device according to claim 44, wherein a shading elastic member is interposed between said reflection type light valve means and said almost hermetically closed space.
- 48. An image display device according to claim 44, wherein signal connecting means between drive circuit means and said reflection type light valve means is disposed opposite to an optical axis of projection side around an optical axis of illumination side.
- 49. An image display device according to claim 45, wherein signal connecting means between drive circuit means and said reflection type light valve means is disposed opposite to an optical axis of projection side around an optical axis of illumination side.
- 50. An image display device according to claim 44, wherein drive circuit means of said reflection type light valve means is disposed opposite to an optical axis of projection side around an optical axis of illumination side.

51. An image display device according to claim 45, wherein drive circuit means of said reflection type light valve means is disposed opposite to an optical axis of projection side around an optical axis of illumination side.